



The 5th International Food & Drinks, Hotel, Restaurant, Bakery & Foodservice Equipment, Supplies & Services Exhibition and Conference

1 - 3 October 2009

Saigon Exhibition & Convention Center

Ho Chi Minh City, Vietnam

New Yenue

Supported by



Ride on Vietnam's Booming Food & Hospitality Industry - There is No Better Time than NOW!

The hotel and restaurant sectors ranked second with sales value of VND69.1 trillion (US\$4.32 billion), or 11.4 percent of total. It grew 25.3 percent on year.

(Source: Vietnam Business Forum, September 2008)

Vietnam's total retail sales of goods and services reached more than VND609 trillion (US\$38 billion) in January-August, increasing 30 percent against the same period last year, according to the General Statistics Office (GSO).

(Source: Vietnam Business Forum, September 2008)

The growing exuberance surrounding Vietnam's accession to the WTO (World Trade Organization) has increased foreign investors' interest in Vietnam. Investors' interest continue to increase as the market offers great value because of the low cost of land and opportunities for income and capital growth. (Source: Express Hospitality, 2007)

The tourism sector saw the highest sales growth of 43.2 percent at VND8 trillion (US\$1.89 billion), representing a 1.3 percent of total sales, and the service sector of 30.8 percent at VND30.2 trillion (US\$0.5 billion), or 5 percent of total.

(Source: Vietnam Business Forum, September 2008)

Food&HotelVietnam – The CHOSEN Platform for the Industry

- ▼ The Only International Food & Hospitality Trade Event in Vietnam with more than 70% Overseas Participation.
- Endorsed by Industry Leaders, the event grew by 30% in 2007 and is still growing in size!
- Attended by 8,374 trade visitors and key decision makers in 2007, the **visitorship grew by 15.7%!**

Meet, Interact and Network with Key Decision Makers from the Following Sectors:

- Bakery / Confectionery
- Consultants
- Hospitality Management
 - ~ Fast-food Outlets
 - ~ Hotels / Resorts
 - ~ Restaurants / Cafés / Bars / Clubs
- Importers / Wholesalers / Distributors
 - ~ Bakery and Confectionery Equipment & Supplies
 - ~ Food & Drinks
 - ~ Foodservice Equipment & Supplies
- Institutional Caterina
 - ~ Airlines / Cruise Lines / Offshore Catering
 - ~ Government
 - ~ Hospitals
 - ~ Industrial Catering
 - ~ Military
 - ~ Schools
- Retailers
 - ~ Department Stores
 - ~ Grocery / Convenience Stores
 - ~ Specialty Foods
 - ~ Supermarkets / Hypermarkets

Exhibit Profile:

- Beverages & Non-Alcoholic Drinks
- Champagne
- Chilled & Frozen Foods
- Confectionery
- Dairy Products
- Dried Fruits & Nuts
- Fortified & Sparkling Wines
- Fresh Produce
- Health / Organic Foods
- Ingredients
- Liqueurs & Cocktails
- Poultry / Meat / Halal Meat
- Processed Food & Convenience Foods
- Seafood
- Snacks & Ice Cream
- Specialty Foods
- Spirits
- Still Wines

These lists are not exhaustive and serves as a guide only.





PARTICIPATION FEE:

A Walk-On Booth is 9m² (3m x 3m). The fee is SGD5400 @ SGD600 per sqm.*

Entitlements:

- Full booth design and construction
- Complete USA group feature / logo and color scheme
- · Fascia board with name of exhibiting company
- Needle punch polypropene carpet
- · One reception desk with one folding chair
- One coffee table with two easy chairs
- One display block
- Two shelves
- Two fluorescent tubes
- · One electrical outlet, 220 volt, 13 amp
- · Daily booth cleaning services
- One complimentary listing in the Food&HotelVietnam2009 Official Show Directory
- · One complimentary listing in the USA Pavilion Show Directory
- Exhibitors' passes (up to 5 passes per exhibiting company)

Services

 Information counter staffed by USDA to offer export counseling on host country market

* SGD denotes Singapore Dollars

Space booking is on a first-come-firstserved basis!

Notice on Product Origin

All firms exhibiting in the USA Pavilion must promote and display a majority of products (greater than 51 percent by SKU count) that are of U.S. origin. A product is determined to be of U.S. origin if it is comprised of at least 51 percent U.S. origin content, by volume or by value, exclusive of added water.

For more information, please reach your nearest USDA contacts at:

Overseas Trade Support Branch Washington, D.C. (USA) Ms. Sharon Cook

Tel: +1 202 720 3425 Email: sharon.cook@usda.gov Office of Agricultural Affairs Vietnam

Mr. Truong Minh Dao
Tel: +84 8 825 0502
Email: dao.truong@usda.gov

Yes, I want to apply NOW! Space booking is on a first-come-first-served basis!

Designation:

Address:

Email:

Company Name:

STEP 1

Please reserve _____ booths (min. 9sqm per booth) within the USA Pavilion at Food&HotelVietnam2009.

STEP 2

Fax your reply to: Oak Overseas, USA

Mr. Russell Hood

Tel: +1 704 837 1980 (Ext: 302)

Fax: +1 704 943 0853

Email: rhood@oakoverseas.com

Organiser:



Singapore Exhibition Services Pte Ltd

No. 1 Jalan Kilang Timor #09-02 Pacific Tech Centre Singapore 159303 Tel: +65 6233 6638 Fax +65 6233 6633 Email: events@sesallworld.com

Vietnam Representative Office

51-51B-53 Vo Van Tan St., KM Plaza Suite 6B, 6th Floor, District 3 Ho Chi Minh City, Vietnam Tel: +84 8 930 7618 Fax: +84 8 930 7616 Email: exhibit@vietallworld.com

Products/Services:

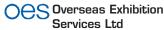
Local Organiser:



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